

Reed & Co.

ESTATE AGENTS

PROPERTY MARKET REPORT

January 2021 - January 2022

NOOSA SPRINGS





Year 2021 in Review.

The 2021 annual report card for the Noosa property market is an uplifting read, a truly remarkable period in real estate history to reflect on, both for Noosa and for the greater Sunshine Coast region. It's a year that has paved the way for a very bright future for Noosa.

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The tension in the Noosa property marketplace in 2021 was palpable and if it wasn't on the radar as one of the country's hottest property markets it certainly is now.

Adrian Reed

“Price records have been re-written daily, and the sense of urgency to secure blue-chip property is at a level we have never experienced. The common misconception is that there is a limited supply; however, the statistics show that the number of sold properties is the highest we have seen in the last three years. The newfound sense of scarcity has been driven by the speed that properties are being sold. Shorter 'days on market' meant that stock was not lingering or accumulating on the market. In some cases, discouraging sellers from releasing homes to the market in the fear that they won't find the right property when they had successfully sold. The reality is there were ample great buying opportunities, it's a year where the old saying 'fortune favours the brave' rang true”.

Noosa's market has matured beautifully, it's grown from being a relatively volatile market 10 to 15 years ago, to a highly desirable lifestyle market with a strong base of permanent residents underpinning growth.

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There is no “one” reason for the most recent acceleration in the growth, more a combination of factors.

Adrian Reed

The existing underlying drivers that have been supporting a buoyant market over the last 5 years have been tree-changers and sea-changers, positive migration, and holiday home buyers. Since the pandemic, we now have to add in financially capable families moving away from densely populated urban areas to the mix. Couple that with prestige holiday home buyers that are facing limited international travel fuelling the super-premium market and you have the strongest market conditions in the country.

In the latest Corelogic property data, we can see that the median house price in Noosa Heads grew by 37.8%, while neighbouring Sunshine Beach, which shares the Noosa Heads postcode, increased by a massive 44.5%.

Noosaville, which includes Noosa Waters, has also experienced very strong performance jumping 45.7%. The median price for a house in Noosa Heads is now \$2,040,000, while Sunshine Beach is at a staggering \$2,450,000, and Noosaville is close behind at \$1,910,000. Low interest rates and population growth are likely to underpin the market growth for 2022, and the prospect of international borders opening is likely to drive increased demand,” Mr Reed said.

For Reed & Co. 2021 was a year of significant milestones and proud achievements, both as an organisation and as a high performing sales team. As a group we surpassed \$600,000,000 in sales; a milestone that has taken many agencies over a decade to achieve, whereas we have been able to do this in just three years. The most pleasing result is that the rate of growth for our agents has been three to four times the growth rate of the market as they have built momentum in a strong market and leveraged the Reed & Co. marketing advantage.

2021 also saw the welcome return of our Charity Gala Event in collaboration with the Loyal and Humpty Dumpty Foundations. Along with the help of our generous community, we have now purchased \$437,000 of urgently needed paediatric medical equipment for our local and regional hospitals.



Jura Greyling

Noosa Springs

Market confidence has been building in Noosa Springs with several new building projects underway in both The Palms and Oasis, as prestige owners and investors seek out new heights of luxury.

We have also seen new price thresholds tested in 2021 with Reed & Co. Estate Agents securing two of the top five sales. 513/61 Noosa Springs Drive, Noosa Springs; a renovated north-facing single-level home in the prestigious 'Ridge', tops the list selling for \$4,300,000.

The number of sales in the last 12 months was marginally up on the previous year with 47 sales vs 46 sales, however, there was a significant increase in total sale growth, which was up 28% from \$70,100,000 in 2020 to \$89,300,000 in 2021.

Median house price growth was 9% and the average price increased by 23% for Noosa Springs.

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At a high level, it would appear that the Springs performance didn't match parent suburb Noosa Heads which achieved 37.8%, however, that doesn't tell the full story.

Adrian Reed

The number of sales over \$3,000,000 grew significantly from only two sales in 2020 to eight sales in 2021 and momentum in Noosa Springs built significantly in the latter half of 2021.

Forward predictions: Strong southern migration and the diverse property offering puts Noosa Springs in the box seat for an energised 2022.

Median Sale Price - 20 years (House)



Median Value 01/19 - 12/21



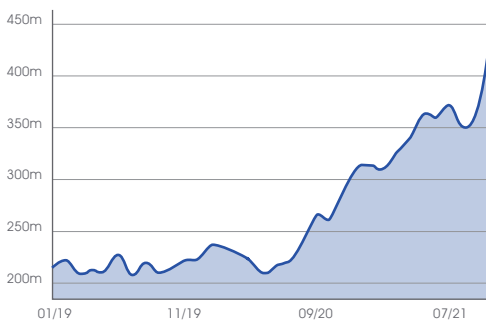
October 2020 was the turning point from moderate growth to dramatic growth driven by the pandemic.

Median Days on Market 01/19 - 10/21



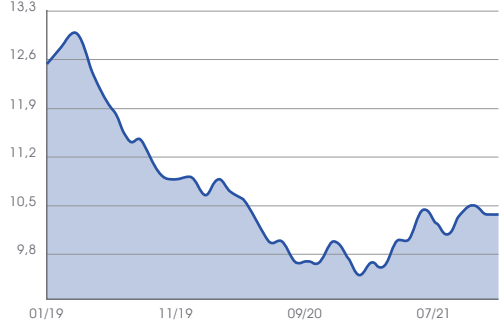
Days on market now the lowest we have seen in a decade with most campaigns only running for 3 weeks.

Total Value of Sales 01/19 - 10/21



Total Sales peaked in October 2021, a combination of high median house price and a corresponding peak in sales volume.

% Stock on Market 01/19 - 12/21



January 2021 was the lowest level of stock available to the market, however this has slightly increased as more homes hit the market.

Recent Sales Noosa Springs



513/61 Noosa Springs Drive, Noosa Springs
3 bed | 3 bath | 2 car
\$4,300,000 | SOLD May 2021



706A/61 Noosa Springs Drive, Noosa Springs
3 bed | 3 bath | 2 car
\$4,250,000 | SOLD November 2021



752/61 Noosa Springs Drive, Noosa Springs
4 bed | 4 bath | 2 car
\$3,500,000 | SOLD October 2021



28 Oasis Drive, Noosa Springs
4 bed | 3 bath | 2 car
\$3,350,000 | SOLD May 2021



34 Oasis Drive, Noosa Springs
4 bed | 4 bath | 3 car
\$3,350,000 | SOLD February 2021



537/61 Noosa Springs Drive, Noosa Springs
4 bed | 3 bath | 2 car
\$3,325,000 | SOLD April 2021



750/61 Noosa Springs Drive, Noosa Springs
4 bed | 5 bath | 3 car
\$3,200,000 | SOLD January 2021



13 Springs Crescent, Noosa Springs
5 bed | 5 bath | 2 car
\$3,050,000 | SOLD April 2021

Recent Sales Noosa Springs



543/61 Noosa Springs Drive, Noosa Springs
3 bed | 3 bath | 2 car
\$2,950,000 | SOLD April 2021



547/61 Noosa Springs Drive, Noosa Springs
- bed | - bath | 1 car
\$2,800,000 | SOLD May 2021



708/61 Noosa Springs Drive, Noosa Springs
3 bed | 3 bath | 2 car
\$2,800,000 | SOLD March 2021



544/61 Noosa Springs Drive, Noosa Springs
5 bed | 3 bath | 2 car
\$2,710,000 | SOLD June 2021



725/61 Noosa Springs Drive, Noosa Springs
4 bed | 3 bath | 3 car
\$2,650,000 | SOLD September 2021



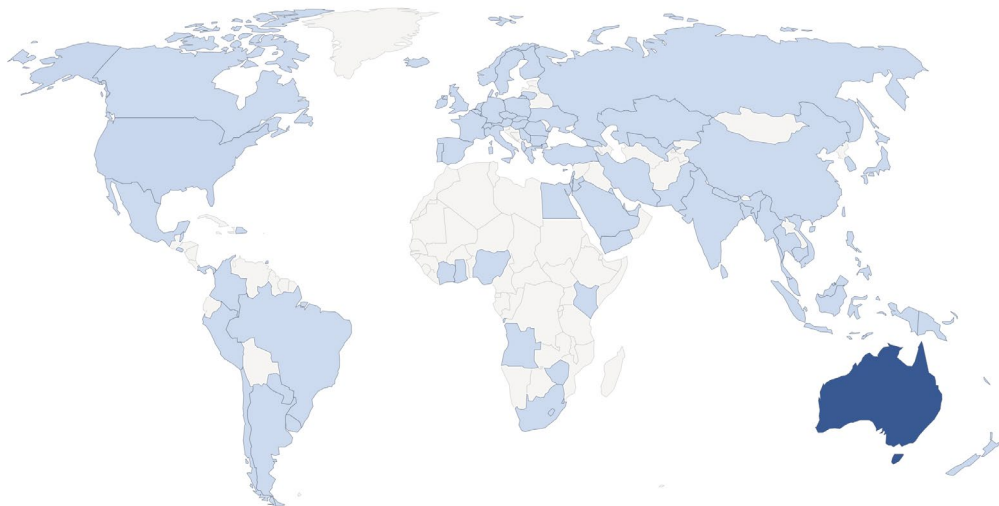
718/61 Noosa Springs Drive, Noosa Springs
3 bed | 3 bath | 2 car
\$2,600,000 | SOLD September 2021



721/61 Noosa Springs Drive, Noosa Springs
4 bed | 3 bath | 2 car
\$2,450,000 | SOLD November 2021



505/61 Noosa Springs Drive, Noosa Springs
3 bed | 3 bath | 2 car
\$2,400,000 | SOLD February 2021



Data from 2021

CAMPAIGNS THAT REACH THE WORLD.

Our marketing campaigns have *no borders*.
And our results speak for themselves.

124,037 unique website visitors. From 117 countries.

On top of the 1,375,788 people on Facebook and the 285,928 people on Instagram.

In 2021 we had a total digital reach of 1,785,753 people.

Total Sold Properties*

278

Includes off
market sales

Total Sales*

\$596M

Includes off
market sales

Rate my agent*

281

5* Reviews

Community Fundraising*

\$437K

Purchasing paediatric
medical equipment
for local hospitals

*Total agency statistics since launch - September 2018



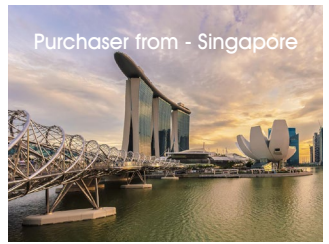
Purchaser from - Canada

2 Frying Pan Track
North Shore | \$6,000,000



Purchaser from - New Zealand

143-145 Shorehaven Drive
Noosa Waters | \$4,250,000



Purchaser from - Singapore

22 The Anchorage
Noosa Waters | \$4,150,000



Purchaser from - Perth

33 Masthead Quay
Noosa Waters | \$4,050,000



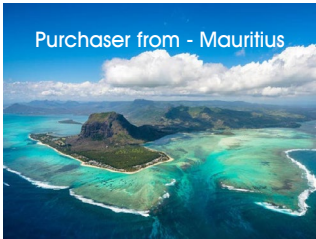
Purchaser from - Melbourne

69 Seaview Terrace
Sunshine Beach | \$4,000,000



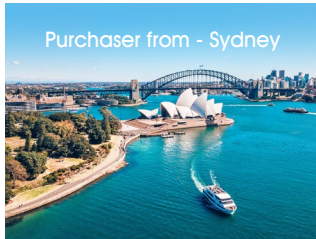
Purchaser from - Switzerland

132 Shorehaven Drive
Noosa Waters | \$2,300,000



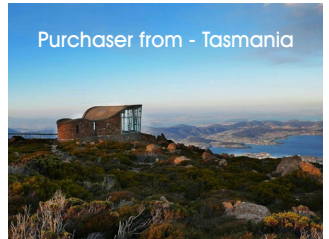
Purchaser from - Mauritius

38 Saltwater Avenue
Noosa Waters | \$1,900,000



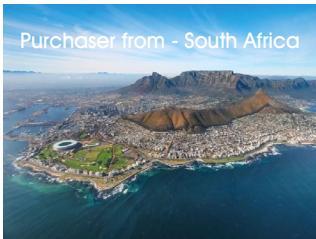
Purchaser from - Sydney

59 Laguna Grove
Doonan | \$1,720,000



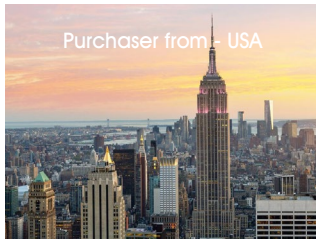
Purchaser from - Tasmania

1521/1 Lakeview Rise
Noosa Heads | \$1,560,000



Purchaser from - South Africa

14 Coral Tree Avenue
Noosa Heads | \$1,500,000



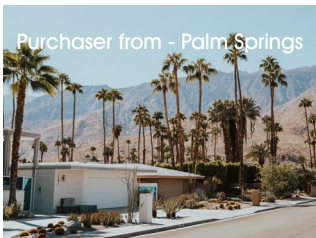
Purchaser from - USA

3/33 Picture Point Crescent
Noosa Heads | \$1,450,000



Purchaser from - UK

27 Seacove Court
Noosa Waters | \$1,427,000



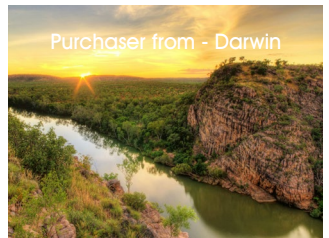
Purchaser from - Palm Springs

23 Weyba Park Drive
Noosa Heads | \$1,321,000



Purchaser from - Mildura

19/37 Noosa Drive
Noosa Heads | \$1,250,000



Purchaser from - Darwin

2 Oceanmist Court
Noosa Waters | \$1,150,000



Reed & Co. Team

Reed & Co. is a brand built on values, authenticity and local heritage.

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Reed & Co. is built on a multi-generational and long-standing passion and commitment to Noosa.

Adrian Reed, Director

With proven ability to achieve extraordinary results in the most desired sectors of the Noosa property market, and an indivisible reputation based on building long standing relationships, Reed & Co. is the smart choice property partner.

Marketers in a digital world, engaging consumers long before they become buyers. Great teams drive great results and we are

partnered with the best talent in Noosa, delivering exceptional service to buyers and sellers alike.

Combining youth & enthusiasm with multi-generational experience, we hold over 80 years of real estate experience combined, principally in Noosa but also nationally throughout the southern states. This thorough involvement within the industry gives us tremendous insight into the local market, the previous trends, current movements & future forecasts. We may not be the biggest agency, but we have the highest performing agents, and we are the fastest-growing real estate agency in Noosa.

We collaborate with world-class partners to ensure we're able to deliver a complete end to end service to our clients. Our culture of collaboration is possibly what sets us apart from our competitors more than anything else.



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CONTEMPORARY
COLLABORATIVE
COMPETITIVE
COMMITTED
CONNECTED
CONSISTENT